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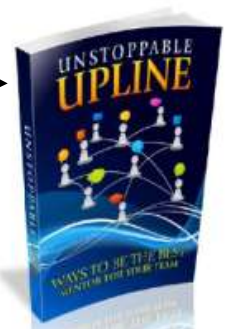
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**“An Uninformed Society Remains Undeveloped”.**  
**Below Is The Story Of A Young Successful**  
**Entrepreneur**

**Mr. Lucky Uduikhue, The Chief Executive Of**  
**Data-Point Microsystems Limited. The *Young Graduate***  
**Who**  
**Shunned Job Search To Create Employment.**  
**What Lesson Can Our Youth Learn From His Example?**

***This is what Mr. Lucky Uduikhue said, I Quote.***

“I ventured into private business because of my life experience and I knew I will make it one day. The usual thought during our school days that we will start making millions of naira immediately we finish school, should go away. Youths should not be in a hurry, but should focus on things that will improve their lives. Days are gone when people procrastinate .Some Think that it is easy to make it in life, without struggle, but they fail to understand that it takes total commitment and perseverance to excel. Had I waited for anyone to employ me, I think, I would not have been to this level by now. So, undergraduates and young graduates should learn to practice what they studied, and shun the attitude for waiting for already made jobs.”

**[Read Below The Full Story, This Is A Very Motivating And Inspiring Story.](#)**

Mr. Lucky Uduikhue is **The Chief Executive Of Data-Point Microsystems Limited.** He is also the publisher of **Contact Sports Newspapers** and **The Executive Director** of other establishments.

His exploit as a young Nigerian has distinguished him from his peers. He studied **Computer Science** at the University of Lagos and graduated in 2002. While in school, he was busy nurturing his training outfit –**Data –Point Computer Institute In Lagos.**

He took the pains to combine his studies with the business venture that catered for his educational demands and other needs.

On graduation in 2002, Lucky did not wait to suffer the pains of being in the Nigerian labor market, what many graduates go through. Rather, he focused on his computer training mandate, which has today expanded to four branches after seven years.

That was not enough to satisfy his longing for becoming **A Successful Entrepreneur** as he later expanded his quest and business ambition into publishing and today owns contact sports and other business ventures that have made him a **Self-Made Man.**

Mr. Udiukhue revealed that **Data Point Institute**, a subsidiary of **Data–point Microsystems Ltd started IT Training** in September 2000 and officially opened for business in December 2001. It was incorporated as data-point Microsystems limited in 2003.

“I started **Data-Point Computer Training Institute** in year 2000, while an **Undergraduate of Computer Science at University** of Lagos. Having seen what Nigerian graduate suffer to get jobs, I was determined to nurture the business, hoping to earn a living with it, after graduation. The business really assisted

me in reaching my educational demands and other needs. Meanwhile, it was the knowledge I had as an undergraduate that I put into practice then, and it helped me to a larger extent.

“After my youth service in 2002, I did not look for any paid job, because I was convinced that with the knowledge I had, I can do it myself. Though, it was not easy, but I resisted, till I got to my present stage within seven years.

The journey to my success today started in December 1997 with my admission into the University of Lagos to study computer science. My computer training centre is not only born out of professionalism and stimulation of empirical thought. It is also a product of great effort inspired by the long absence of opportunities for the youths within the environment I found myself, to have knowledge of computer, for a total development in competing with their counterparts in other areas.

So when I observed that about 65-75 percent of youths in areas like Apapa, Ikeja, Victoria island and Surelere were acquiring knowledge in one computer centre or the other, as against 5-10 percent of youths in Ajegunle, Olodi Apapa, Kirikiri, Amukoko, Ijora-Badia, Orile and their environs who, were in computer school, I was challenged to establish Data-point computer, in order to correct the imbalance. Today, the difference is clear, as my four computer training outfits have trained thousands of youths and afforded job opportunities to graduates. More than 35 workers are under my payroll. Not only that, I am grateful to God that he provided means for me to survive, without waiting for a paid job”.

Aside Uduikhue’s contributions in the computer literacy of the youths, his keen interest in sport made him to invest in the sports newspaper of national standard called contact sport. The newspaper is presently making waves in proper dissemination of sports news and information.

I am also into Newspaper Publication. I own the Contact Sport Newspaper, a Lagos based media outfit, which is today a name in sport reportage across the country and beyond.

My aim of establishing the sport newspaper is to give sport lovers a voice and medium of awareness, encourage the young generation to sports.

We have local pages in the newspaper to encourage our readers at the grassroots and give them a sense of belonging, as well as making local club more attractive, like others outside the country.

I do not see our people supporting local football league in Nigeria instead, they fancy and promote European leagues. Therefore, contact sports newspaper is working towards changing the mindset of Nigerians towards supporting local sporting activities.

Uduikhue also observe that sports newspapers in Nigeria sell like any other good products in the market due to the need for information and entertainment. He notes that [an uninformed society remains undeveloped](#).

He also revealed that the challenges he faced in school forced him into entrepreneurship. Due to his zeal to create more jobs for the youths, Uduikhue expanded his business to include consultancy, advertising, telecommunication. etc. his words for the Nigeria youths is not to depend on paid jobs , but try to be self employed in order to reduce the spate of unemployment in Nigeria.

“I ventured into private business because of my life experience and I knew I will make it one day. The usual thought during our school days that we will start making millions of naira immediately we finish school, should go away. Youths should not be in a hurry, but should focus on things that will improve their lives. Days are gone when people procrastinate.

Some Think that it is easy to make it in life, without struggle, but they fail to understand that it takes total commitment and perseverance to excel. Had I waited for anyone to employ me, I think, I would not have been to this level by now. So, undergraduates and young graduates should learn to practice what they studied, and shun the attitude for waiting for already made jobs.”

It is interesting to know that **Data-Point Computer Institute** is a member of **Computer Professional Registration Council** of Nigeria, **Computer Societies Of Nigeria**, **Nigeria Software Association And Institute Of Analysts And Programming**. While the CEO, Uduikhue, is a member of the **Institute of Directors of Nigeria** and the **Nigeria Institute of Management And Computer Society Of Nigeria**.

**Have You Been Inspired And Motivated By This Story, Then All You Need To Do Now Is To Act, Read The Quotes Below, You Will Be Inspired:**

- “The Truth That Makes Men Free Is For The Most Part The Truth Which Men Prefer Not To Hear” **(Herbert Agar)**.
- “Learning Is Defined As A Change In Behavior. You Haven’t Learned A Thing Until You Can Take Action And Use It” – **(Don Shula & Ken Blanchard)**.
- When A Man Has Put A Limit On What He Will Do, He Has Put A Limit On What He Can Do. – **(Charles Schwab)**
- “He Who Deliberates Fully Before Taking A Step Will Spend His Entire Life On One Leg.” – **(Chinese proverb.)**
- Talent May Be Given, But Success You Must Earn.
- The Most Common Trait I Have Found In **All Successful People** Is That They Have Conquered The Temptation To Give Up. – **(Peter Lowe)**.

**Pass It On To Your Friends, Colleagues, Graduates & Undergraduates, Etc.**

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## Read This Article To Know Why Nigerian Graduates Are Unemployable.

### Why Nigerian Graduates Are Unemployable

The Vice-President **Nigerian Graduate Advancement Program**, Mrs. Oyidiya Alfred, has identified **Unemployability Of Nigerian Graduates** as the cause of **Unemployment** in the country.

This was made known in Lagos, at an Empowerment Programme organized to help undergraduates overcome unemployment.

Alfred noted that the major problem in Nigeria was not **Non-Availability of Jobs**, but the alarming rate of **Unemployable Nigerian Graduates in the Labor Market**. One major challenge that employer of labor faced was **Human Resources**, she said.

She said, “The implication is that we are confronted with a critical dilemma as it concerns **unemployment**.”

#### **However, the issue of unemployability has been the major factor.**

Unemployability is a situation where an individual lacks the **Basic Mental**, (even though he has had Formal Education), **Social, Practical and Developmental Skills**, that will enable him to function effectively at assigned jobs and handle every day work challenges. Therefore, unemployability is a skill gap issue that must be bridge.”

She identified ignorance as one of the reasons why graduates were unemployable.

“Many Nigerian youths ignorantly do not know that they are unemployable. **They do not go out of their way to add value to themselves**, during and after graduation from school.

“They only stick to the theoretical and outdated curriculum they are exposed to in class. The school curriculum is not practical, what we have out there is far beyond what is being taught in school.

“Also students are **Lethargic About Development**. Many of our youths do not buy **Educational Materials That Will Develop Them**. Besides, they do not have people that can motivate them. We don't have role models that are developing themselves academically in the country. “What stands you out is what you know or have intellectually. **Students Should Expand Their Information Base And Go For Extra Developmental Activities.**” She, however, counseled that students should be optimistic about getting good jobs after graduation from school.

“Students should get rid of the fear of not getting jobs after leaving school. The only thing is that **They Should Get Involved in Personal Development Right from School**. Be hard-working and be a person of integrity. Know your product and then believe you can make it,” she said.



*Empowering The Youth To Become  
Self- Sustainable thereby Reducing the spate of  
Unemployment, POVERTY & Social Vices  
In Our Society.*



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Why most people prefer using a blog.  
How to design an ecover for your ebook.  
How to design a website using Site Spinner.  
And lots more...

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**B- 8 Basic Tools Needed To Start running a successful internet marketing business, aside from your (Computer System And The Internet Connection).**

**The eight tools you'll need are:**

1. Domain name
2. Hosting account
3. Web Design Software
4. E-cover Software
5. PDF writer
6. Shopping cart with affiliate setup,
7. Autoresponder
8. Payment solution to receive your money.

**And Why You Need These Tools.**



### **C- Website Traffic generation**

1. How to drive traffic to your blog or website using free methods.
2. How to drive traffic to your website using paid methods.
3. How to drive traffic using social networking sites ([Facebook](#) , [Twitter](#), etc)
4. How to drive traffic using online forum.

### **D- Online Payment Solution**

How to get your own USA MasterCard to use for all your online transactions.

How to get your own MasterCard or visa card from our local banks.

Other form of online payment use by Nigerians.

Advantage of using these other forms of online payments.

*(The Training Is Held On Saturday)*

### **E- Introduction to internet marketing and information marketing business.**

- 1- Definition of internet marketing.
- 2- Definition of information marketing.
- 3- Basic skills needed to run an internet of information marketing business.
- 4- How package an information product.
- 5- Types of information products one can create and sell for profit.
- 6- How to promote your information product (that is the basic of internet marketing).
- 7- Building a list of potential buyers.
- 8- Customer services in other word after sales service.
- 9- How to upload your information products on the internet for fast delivery.

### **F- Lucrative internet home based businesses for Newbies.**

1. Domain name and web hosting business.
2. Information marketing.
3. Affiliate marketing.
4. Website flipping business.
5. Blogging and best ways to monetize your blog.

### **G- Unlocking 3G USB modem and configuration.**

1. Learning how to unlock a 3G USB internet modem and how to configure a computer system for easy access to the internet using either a nokia mobile phone or an internet modem
2. Types of internet modems available.
3. Various internet service providers in the country.
4. Best service provider so far.
5. Various tariff plans.

### **H- Mobile marketing**

1. How to effectively market your online or offline business using mobile marketing.
2. Advantage of mobile marketing compare to other forms of marketing.
3. Why you must learn mobile marketing.
4. Bulk SMS Business opportunity.

**The Training Program Is Free**, participants are online required to pay for the training materials that will be needed for them to implement what they have learnt at the training session on their own, the price of these materials is highly subsidized by the organizers of this program for the benefit of our youth who are interested to learn and acquire new skills and new tools to enable them start up a business of their own instead of waiting to government to create jobs for them.

One thing is sure about that, the government will not be able to satisfy everybody in terms of creating and providing jobs, we should not forget that more university graduates are being produced every day in the labor market and the labor market is getting saturated making it practically impossible for one to secure a better job nowadays, why not start your own business today and grow it to a multi-million naira empire with time and become an employer of labor instead of a job seeker. We also organize one-to-one training on request.

All those interested can reach us on phone on **0803-612-4282 / 0802-809-1947**

Or via email at

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**Ken Blanchard Once Described Life As A Game Of Monopoly** — No Matter How Many Properties We Buy Or How Many Houses We Build, At The End Of The Game “It All Goes Back In The Box.” All We Have Ultimately Are:

- The Relationships That We Nurtured,
- The Lives That We Impacted, And
- The Ones That Have Touched Us.
- 

All We Have Are:

- The Experiences That We Have Shared.

When Two People Meet, A Third World Is Created. And With Today's Technology, That World Can Grow Exponentially.

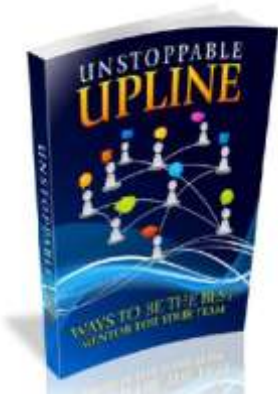
N.B: These words of ken Blanchard are a motivating force to our decision in sacrificing our time in impacting positively the lives of our youth by making these free training programs available to them.

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